The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 17

1750-1
8/17/87

Fame - New
edited half-hours
Now you can
cut the competition
down to size

Fame

THE HALF HOURS

With the emphasis on drama

evision Distribution

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56th Year 1987

RKO's billion-$ jeopardy

Ted Turner

Multimedia

Vol. 113 No. 7

Broadcasting Aug 17

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NAB's John Summers leaves after 20 years... page 39.

DECISION RENDERED □ FCC administrative law judge denies license renewal to RKO General's 14 stations. **PAGE 35.**

LOOKING FOR AN EDGE □ Cable executives head to CTAM's 11th annual conference in San Francisco this week to discuss "Cable's Competitive Edge: Fact or Fiction." **PAGE 37.**

REBEL WITH A CAUSE □ Turner Broadcasting System Chairman Ted Turner has brought a sportsman's daring to business world. In this At Large interview with BROADCASTING editors, Turner discusses buyout of MGM and buyin by cable operators. **PAGE 46.**

PROTECTION MISSION □ NTIA report on AM band is boost to Motorola, recommends to FCC that C-Quam stereo pilot tone be protected. Agency's head, Alfred Sikes, encourages AM broadcasters to adopt stereo to save band. **PAGE 70.**

UNDER FIRE □ Justice Department has conveyed its objections to Inouye-Hollings renewal bill (S. 1277) and will recomend presidential veto if it passes. **PAGE 74.**

BUSINESS SAVVY □ Marking its 20th anniversary this month, Multimedia has shown keen sense of timing and business know-how, attracting what some consider to be among best management teams in Fifth Estate. **PAGE 78.**

GETTING TOUGH □ As industry concern increases over some stations' methods of attracting viewers in sweeps periods, advisory groups for rating services call for tighter enforcement to curb excesses. **PAGE 84.**

MORE TIME □ Children's programing may get more time on independent TV stations by fall 1988. **PAGE 86.**

THIRD TIME □ Fox Broadcasting could have third night of programing ready by March. But company must first get its weekend schedule in order, FBC executive says. **PAGE 86.**

NEW SCHEDULE □ Television Critics Association summer press tour is restructured to accommodate new participants. **PAGE 88.**

GIVE AND TAKE □ American Cablesystems' Barry Lemieux has found that cable television affords him the opportunity to do both well and good. **PAGE 111.**

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a barometer, or even the prices Viacom is receiving for its most recent film package, "Viacom XII," he said, the forecoast might be "partly sunny."

Scott Carlin, president of first-run syndication, Lorimar, said that the effects of the downturn in syndication this year were caused mainly by a small segment of syndicators' client base, and that demand for new programing among the rest of the station community, mainly affiliates, is still strong.

As for the bad debt that has resulted from delayed payments or nonpayments by some stations for programing, Carlin said that through "accelerating" that debt in their accounting, Lorimar, and other large syndicators have been only slightly affected. Monies available for development have certainly not been affected, he said, an observation seconded by Bob Jacquemin, senior vice president, Buena Vista Television. Jacquemin said that at Buena Vista, receivables and the company's development budget were not directly linked. Bob King, president of Coca-Cola Telecommunications, said large companies such as the studios are well diversified to handle bad debt and downturns.

John Ranck, executive vice president of Orbis Communications, said "I would think that overall development is down because of the bad luck of a number of syndicators had this year." Ranck said that as stations experience a decline in advertising revenues last year, a lot of syndicators didn't have a shot at making sales. "The entire industry was playing the amortization game" in which no programing is left on the shelf, he said. "There's no question that when things get tough, the financial guys at stations rise to the top."

Dick Perin, of MG/Perin, a smaller distributor, said that "hope always springs eternal," but that "the degree of instability [in syndication last year] will give second thoughts" to many syndicators in bringing projects to NATPE.

If there are fewer programs brought to NATPE this year, said Ed Vane, president of Group W Productions, "it will not be because of a massive decision not to develop," but instead because of "the failure rate among programs" in getting launched. According to Phil Corvo, president of NATPE, the general health of the business going into this season was somewhat predictable. Corvo said that whereas roughly 10% of the 150 first-run properties brought to NATPE 1986 made it on the air by fall 1986, 6% of the 200 properties brought to NATPE 1987 will make it on the air this fall.

Lorimar's Carlin added that another factor that may depress the number of programing entries this year is the lateness of NATPE. (The conference was moved from its usual January dates to February this year to give stations more time to study rating information before making buys.) But Carlin said the lateness also adds to the uncertainty surrounding the launch of shows. "We have to sit on costs" of a show for a longer time before deciding whether it is a go, he said.

According to Lucy Salhany, president of domestic television and video programing at Paramount, a more cautious attitude has evolved in syndication, to the point where companies are looking more closely before budgeting the $25 million a year that Paramount spends on *Entertainment Tonight*. "It's difficult in this market. People are looking at the business differently," she said.

Indeed, although Mort Marcus, president of syndication at Hal Roach Studios, said that his company is trying to "capitalize on the market while it's down" with a more aggressive development attitude, he added that part of Roach's strategy involves getting better deals on production budgets from producers since demand among syndication companies for their services is down.

Producer Andy Friendly concurred, saying that production fees from syndicators are "depressed." That in turn has led to the same trimming of production fat that has been ongoing among those who have to hold down

Syndication Marketplace

Buena Vista Television will soon begin marketing its first package of films encompassing Touchstone films such as "Color of Money," "Ruthless People," "Down and Out in Beverly Hills," "Country," "Sex," "Tough Guys" and the recently released "Stakeout," starring Emilio Estevez and Richard Dreyfuss. The package of 25 films, "Magic-II," will also include classic Disney releases such as "Alice in Wonderland," "The Shaggy Dog," "That Darn Cat," "Herbie Goes Bananas" and "Son of Flubber." The package will be available beginning in 1989 on a cash-plus-barter basis. More than half of the titles will be making their broadcast debut. "Magic-II" follows "Disney Magic I," without the Disney in its title, since the package includes Touchstone titles. In the first run Buena Vista will keep six of the 12 minutes per hour that each of the two-hour films is cut to accomodate. The subsequent five runs will be sold for straight cash. Bob Jacquemin, senior vice president, said that pricing for films is currently "better than in the best of times" for the best product. Disney now ranks third among studios in box office revenues. Independents, as well as affiliates, 40% of which pre-empt their network for good movie titles, will be the primary customers for "Magic II," he said

As it sells "Magic-II," Buena Vista will also be offering to stations (treating those that now carry the syndicated package of *Wonderful World of Disney* episodes as incumbents), "Disney Treasure-I," 14 Disney classics including "Old Yeller," "Herbie Rides Again" and "The Moon-Spinners," as well as recent releases such as "Return to Oz" and "Night Crossing." "Disney Treasure-I" titles will be available between October 1987 and May 1988 on a cash basis. The incumbent stations can opt to use the films as two-part additions to *Wonderful World*.

Raycom Sports is launching Raycom Entertainment for syndication of programing with *Elvis' Graceland*, a one-hour barter special commemorating the 10th anniversary of Presley's death on Aug. 16. The program is hosted by Pricilla Presley, and features interviews with Sun Records founder Sam Phillips and Presley's first manager (before Colonel Tom Parker), Horace Logan. The program has been cleared by 160 stations covering 87% of the country. Raycom Sports is responsible for networking college football and basketball games for a number of conferences.

King World has retitled *The Laugh Machine* as *George Schlatter's Comedy Club*. The weekly half-hour show featuring stand-up comedians is now cleared on 117 markets for a fall debut. Barter distribution gives stations three minutes and King World three minutes.

Britain's **ITV** has acquired *Donahue* from **Multimedia Entertainment** to air on Central TV and Thames TV.

Potomac Communications Group has purchased the news and news feature cooperative Local Program Network from WCCO-TV Minneapolis. LPN consists of a weekly 90-minute satellite feed of stories produced by stations from all parts of the country; "Cover Story," features and multipart series produced by WCCO-TV, and "One on One," a live person-to-person interview service.

In its first four weeks on the air since production was moved in-house, **Dow Jones**'s *Wall Street Journal Report*, has increased its rating 80% in New York on WCBS-TV. Prior to the in-house move, *WSJ Report* was averaging a 1/6. It is now doing a 1.8/10.

Baruch Television Group reports that it has cleared *Stephen King's World of Horror-Part II* on 73 stations covering over 50% of the country, after one week of sales. Baruch sold *Part I* of the Stephen King special last year on 156 stations covering 92% of the country. *Part II* will air Oct 10-30. Barter distribution gives stations seven minutes and Baruch five minutes.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended Aug. 2:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	13.8/211	97
2.	Jeopardy	10.5/199	94
3.	World Wrestling Fed.	8.8*/242	96
4.	Entertainment Tonight	6.9*/149	91
5.	People's Court	6.5/178	98
6.	New Newlywed Game	6.4/175	93
7.	Oprah Winfrey Show	6.0/154	88
8.	Hollywood Squares	5.6/146	89
9.	Mama's Family	5.3*/158	89
10.	Fame	5.1*/140	91
11.	What a Country	5.0*/86	81
12.	Wrestling Network	4.9*/179	82
13.	Lifestyles of Rich-Famous	4.7*/170	92
14.	It's a Living	4.5*/147	89
15.	Puttin' on the Hits	4.3*/122	90

*includes multiple airings

July 29.

■ Paris, Tex.—Dismissed app. of Johnnie B. Woodbury for ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 312 ft. Action July 29.

Facilities Changes

Applications

AM's

Tendered

■ KBRZ (1460 khz) Freeport, Tex.—Seeks CP to change hours of operation to unlimited by adding night service with 250 w; reduce day power to 265 w and make changes in ant. sys. Filed Aug. 11.

Accepted

■ KCLO (1410 khz) Leavenworth, Kans.—Seeks mod. of lic. to operate trans. by remote control. Filed Aug. 11.

■ WMAN (1400 khz) Mansfield, Ohio—Seeks CP to change TL. Filed Aug. 11.

FM's

Tendered

■ WLBF (89.1 mhz) Montgomery, Ala.—Seeks CP to change ERP to 100 kw and change HAAT to 536.6 ft. Filed Aug. 7.

■ KGRM (107.5 mhz) Grambling, La.—Seeks CP to change freq. to 91.5 mhz; change ERP to 50 kw; change HAAT to 492 ft. and change TL. Filed Aug. 7.

■ WZZO (95.1 mhz) Bethlehem, Pa.—Seeks CP to change ERP to 30 kw. Filed Aug. 5.

Accepted

■ WLSF (90.9 mhz) Naples, Fla.—Seeks mod. of CP to change HAAT to 908.56 ft. and change TL. Filed Aug. 7.

■ WCBK-FM (102.3 mhz) Martinsville, Ind.—Seeks CP to change HAAT to 557.6 ft.; change ERP to 1.05 kw and change TL. Filed Aug. 7.

■ WSOC-FM Charlotte, N.C.—Seeks mod. of CP to change HAAT to 1,049.6 ft. Filed Aug. 7.

■ WQDR (94.7 mhz) Raleigh, N.C.—Seeks CP to change TL; change HAAT to 1,226.7 ft. and change ERP 99 kw. Filed Aug. 7.

■ WWZE (101.7 mhz) Central City, Pa.—Seeks CP to change ERP 724 w. Filed Aug. 7.

■ KISJ-FM (104.1 mhz) Brownwood, Tex.—Seeks mod. of CP to change TL and change HAAT to 321 ft. Filed Aug. 10.

TV

Accepted

■ KTMW (ch. 13) Salt Lake City, Utah —Seeks MP to change ERP vis. to 112 kw; change HAAT to 3,660.5 ft. and change TL. Filed Aug. 10.

Actions

AM's

■ KJNP (1170 khz) North Pole, Alaska——Granted app. to reduce night power to 23 kw. Action Aug. 3.

■ KLRA (1010 khz) Little Rock, Ark.—Denied app. to make changes in ant. sys. Action July 31.

■ KTAN (1420 khz) Sierra Vista, Ariz.—Granted app. to increase day power to 1.5 kw. Action Aug 5.

■ KAFY (970 khz) Bakersfield, Calif.—Granted app. to increase night power to 5 kw and change TL. Action Aug. 5.

■ KPRZ (1210 khz) San Marcos, Calif.—Granted app. to change city of license; change night power to 5 kw and make changes in ant. sys. Action Aug. 5.

■ WQAM (560 khz) Miami—Granted app. to change TL and make changes in ant. sys. Action Aug. 4.

■ WAYR (550 khz) Orange Park, Fla.—Granted app. to change TL and make changes in ant. sys. Action July 28.

■ WAOC (1420 khz) St. Augustine, Fla.—Granted app. to increase power to 4 kw and make changes in ant. sys. Action Aug. 3.

■ WRCD (1430 khz) Dalton, Ga.—Granted petition of reconsideration to increase power to 2.5 kw. Action Aug. 5.

■ WSPZ (1520 khz) Douglasville, Ga.—Returned app. to increase power to 2.5 kw. Action Aug. 5.

■ KWDF (840 khz) Ball, La.—Granted app. to increase power to 10 kw. Action Aug. 6.

■ WACE (730 khz) Chicopee, Mass.—Returned app. to increase power to 500 w night; 9.3 kw day and make changes in ant. sys. Action Aug. 5.

■ WBMD (750 khz) Baltimore—Granted app. to reduce power to 710 w. and make changes in ant. sys. Action Aug. 2.

■ WTRI (1520 khz) Brunswick, Md.—Granted app. to increase day power to 9.3 kw make changes in ant. sys. Action Aug 5.

■ WVNJ (1160 khz) Oakland, N.J.—Returned app. to increase power to 2.5 kw night, 10 kw day; change TL and make changes in ant. sys. Action Aug. 5.

■ WIMG (1300 khz) Trenton, N.J.—Dismissed app. to increase power to 5 kw and make changes in ant. sys. Action Aug. 4.

■ WJIW (980 khz) Cazenovia, N.Y.—Granted app. to change TL. Action Aug. 2.

■ KBMR (1130 khz) Bismarck, N.D.—Returned app. to change freq. to 710 khz. Action Aug. 5.

■ WELW (1330 khz) Willoughby, Ohio—Granted app. to change hours of operation to unlimited by adding night service with 340 w and make changes in ant. sys. Action Aug. 5.

■ WVKS (103.1 mhz) Etowah, Tenn.—Granted app. to change HAAT to 871 ft. and make changes in ant. sys. Action Aug. 5.

■ KORQ (1340 khz) Abilene, Tex.—Granted app. to change TL. Action Aug. 2.

■ WWRS (990 khz) Mayville, Wis.—Returned app. to increase power to 500 w; change TL and make changes in ant. sys. Action Aug. 3.

FM's

■ KXDZ (103.1 mhz) Anchorage, Alaska—Granted app. to change ERP to 3 kw; change HAAT to minus 156.13 ft. and change TL. Action Aug. 5.

■ KJAN-FM (103.7 mhz) Atlantic City, Iowa—Granted app. to change TL; change ERP to 49.5 kw and change HAAT to 1,304.5 ft. Action Aug. 4.

■ WYSS (99.5 mhz) Sault Ste. Marie, Mich.—Granted app. to change ERP to 100 kw. Action Aug. 4.

■ WSBH (95.3 mhz) Southampton, N.Y.—Granted app. to make changes in ant. sys. Action Aug. 5.

■ WFRW (88.1 mhz) Webster, N.Y.—Granted app. to change ERP to 18.62 kw; change HAAT to 337 ft. and make changes in ant. sys. Action Aug. 5.

■ WLIT-FM (101.9 mhz) Gastonia, N.C.—Granted app. to change HAAT to 987.3 ft. Action Aug. 3.

■ WAZZ (103.9 mhz) Fuquay-Varina, N.C.—Granted app. to change TL; change ERP to 1.2 kw and change HAAT to 493 ft. Action Aug. 5.

■ WIOA (99.9 mhz) San Juan, P.R.—Granted app. to change TL; change ERP to 30 kw; change HAAT to 977.4 ft. and make changes in antenna system. Action July 23.

Summary of broadcasting as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF transiator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	Sought by
New AM	
WGSK	South Kent School, South Kent, Conn.
Existing AM's	
KRYN	KIKX KRYN Communications Corp., Manitou Springs, Colo.
WWLW	WMHI Michael A. Rutberg, Coleman, Fla.
WPLX	Chancie L. Pylant and Jeffrey D. Pylant, Collierville, Tenn.
Existing FM	
WRBA	WVBM Royal Palm Communications Inc. Springfield, Fla.

Grants

Call	Sought by
New AM	
WWAK	Lake Area Radio, Redwater Lake, Fla.
New FM's	
WDRP	David G. Perry, Windsor, N.C.
KMYB	McKee Broadcasting, Pawhuska, Okla.
Existing AM's	
KEZJ	KEEP KSRV Inc., Twin Falls, Idaho
WLQV	WCZY Satellite Radio Network Inc., Detroit
WMFG	WGGR DNS Broadcasting Inc., Hibbing, Minn.
KQAK	KWOW Constant Communicatios Inc., Eugene, Ore.
WMRE	WSKT Morgan Broadcasting Co., Knoxville, Tenn.
KSSA	KTNS Radio Plano Inc., Plano, Tex.
WAMX	WGNT Stoner Broadcastinbg System Inc., Huntington, W.Va.
Existing FM's	
KAFM	KKJJ Chuck Crisler, Payson, Ariz.
KHYT	KMMG Brawley Broadcasting Co., Brawley, Calif.
KPSC	KPSH-FM University of Southern California, Palm Springs, Calif.
KWLI	KEYQ Joyce Communications Inc., Eagle, Colo.
KEZJ-FM	KEZJ KSRV Inc., Twin Falls, Idaho
KWKL	KBUZ Kelsey Broadcasting Corp., Arkansas City, Kansas
WAMX-FM	WAMX Stoner Broadcastinbg System Inc., Ashland, Ky.
WLFS	WFXZ B C Communications Inc., Pinconning, Mich.
KKDL	KVLR Grignon Radio Inc., Detroit Lakes, Minn.
WMFG-FM	WMFG DNS Broadcasting Inc., Hibbing, Minn.
KYEE	KKBE Norman Todd, Trustee, Alamagordo, N.M.
WRLX	WRNX Keymarket of Charlotte Inc., Hickory, N.C.
KRXO	KIMY United Radio Corp., Oklahoma City, Okla.
WQEL	WBCQ Brokensword Broadcasting Co., Bucyrus, Ohio
Existing TV's	
KHOG-TV	KTVP Sigma Broadcasting, Fayetteville, Ark.
WESH	WESH-TV H&C Communications Inc., Daytona Beach, Fla.